

Rethink Your Drink!

Increasing Access to Healthy Beverage Choices

Rethink Your Drink Shasta is a coordinated effort to promote drinking water instead of sugary drinks to improve health and prevent diseases such as obesity, tooth decay and cancer. Supported by Healthy Shasta, this effort works to partner with local organizations and schools to create healthy, sustainable beverage guidelines in Shasta County.

Be a Rethink Your Drink Shasta Partner!

Receive free tools, resources and technical assistance

Increase Access to Healthy Beverage Choices By:

- Installing water bottle filling stations offering cold, filtered water
- Sell reusable water bottles or cups with Rethink Your Drink, Go H2O message
- Increase the number of healthy beverages sold in vending machines
- Label the healthy options so they are easy for consumers to find
- Set lower prices on healthy options
- Adopt 100% healthy beverage guidelines for meetings, trainings, workshops and events
- Encourage caterers to include healthy options on their menus
- Offer a variety of unsweetened options, such as unsweetened coffee or tea, water flavored with fresh fruit or herbs



Why Rethink Your Drink?

FACT: Americans now consume an average of 300 more calories each day compared to 30 years ago. Nearly half of these calories come from sugar-sweetened beverages*, which can contain 22 packets of sugar in one 20-ounce bottle. The empty calories from these drinks can lead to health risks, like diabetes and heart disease.

* Sugar-sweetened beverages contain caloric sweeteners and include soda, fruit drinks, sports drinks, energy drinks, sweetened teas and coffee drinks, sweetened milk or milk alternatives, and any other beverages that have added sugar, typically in the form of high fructose corn syrup or sucrose (table sugar).

